ORDER

Orders Order / Rev: 710499 06300545 Alt Order #: NRCC IE Product Desc: **KARE** Estimate: 3093 Flight Dates: 09/14/12 - 09/20/12 Primary AE: Jim Quinn Sales Office: Original Date / Rev: 08/29/12 / 08/29/12 T-PHI Order Type: Political Sales Region: NAT National Media Research Planning Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane EOM/EOC Billing Cycle: Alexandria, VA 22314 Agency Commission: 15% Advertiser NRCC-IE Name: A35-64 New Business Thru: Demographic: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Bill Plan **Totals**

Account Executives

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|------------------------|------------|----------------|---------|--------------|-------------|--------|
| 08/27/12 | 09/20/12 | 27 | \$42,400.00 \$36,040.0 | | September 2012 | 27 | \$42,400.00 | \$36,040.00 | 0.00 |
| | | | | | Totals | 27 | \$42,400.00 | \$36,040.00 | 0.00 |

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total | | |
|-------------|-------|--------------|--|--|
| KARE | 23% | \$42,400.00 | | |
| Market | 100% | \$184,347.83 | | |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| | | |
| KAWB | 0% | \$0.00 |
| KAWE | 0% | \$0.00 |
| KCCO | 0% | \$0.00 |
| KCCW | 0% | \$0.00 |
| KFTC | 0% | \$0.00 |
| KMSP | 6% | \$11,060.87 |
| KMWB | 0% | \$0.00 |
| KPXM | 0% | \$0.00 |
| KRWF | 0% | \$0.00 |
| KSAX | 0% | \$0.00 |
| KSTC | 0% | \$0.00 |
| KSTP | 17% | \$31,339.13 |
| KTCA | 0% | \$0.00 |
| KTCI | 0% | \$0.00 |
| KWCM | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WCCO | 51% | \$94,017.39 |
| WFTC | 3% | \$5,530.43 |

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KARE

Order / Rev: 710499

710433

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06300545

Product Desc: NRCC IE

Flight Dates: 09/14/12 - 09/20/12

3093

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 09/14/12 09/14/12 \$2,750.00 P-2 \$2,750.00 KARE M-F 10-1035p СМ 10-1035p :30 0.00 NM KARE News 10p KARE11NWS-10 Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 ---F-0.00 Week: 09/10/12 \$2,750.00 E 2 KARE 09/14/12 09/14/12 :30 \$800.00 P-2 0.00 NM **Tonight Show** CM 1035pm-1135pm ---- F--\$800.00 Tonight Show TONITE SHW Weekdays Start Date **End Date** Spots/Week Rate Rating 09/16/12 ---F--\$800.00 Week: 09/10/12 0.00 0.00 NM E 3 KARE 09/14/12 09/14/12 430-5P ---F--:30 \$900.00 P-2 M-F 430-5p CM 1 1 \$900.00 Jeopardy **JEOPARDY End Date** Spots/Week Start Date Weekdays Rate Rating - - - - F- -Week: 09/10/12 09/16/12 \$900.00 0.00 E 4 KARE 09/14/12 09/14/12 M-F 6-7a ---F--:30 \$850.00 P-2 0.00 NM CM 6-7a \$850.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 - - - - F- -\$850.00 0.00 E 5 KARE 09/17/12 09/17/12 M-F 10-1035p СМ 10-1035p M- - - - -:30 1 \$2,750.00 P-2 0.00 NM \$2,750.00 KARE News 10p KARE11NWS-10 Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 09/17/12 09/23/12 \$2,750.00 0.00 E 6 KARE 09/17/12 09/17/12 M-F 430-5p CM 430-5P M- - - - -:30 \$900.00 P-2 0.00 NM \$900.00 Jeopardy **JEOPARDY** Spots/Week Start Date **End Date** Weekdays Rate Rating M- - - - -09/23/12 \$900.00 0.00 Week: 09/17/12 KARE 09/17/12 09/17/12 M- - - - -\$3,000.00 P-2 **NBC Nightly News** CM :30 0.00 NM \$3,000.00 530-6p 1 **NBC Nightly News** NBC NITELY NWS Spots/Week Start Date Rating End Date Weekdays Rate M- - - - -Week: 09/17/12 09/23/12 \$3,000.00 0.00 KARE 09/17/12 09/17/12 M-F 6-7a CM 6-7a M- - - - -:30 \$850.00 P-2 0.00 NM \$850.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 M- - - - -\$850.00 0.00 KARE 09/15/12 09/15/12 Saturday Night Live СМ ---S-\$1,500.00 P-2 0.00 NM 1030p-1202a .30 \$1,500.00 Saturday Night Live SAT NITE LIVE Spots/Week Rating Weekdays Start Date **End Date** Rate Week: 09/10/12 09/16/12 ---S-\$1,500.00 0.00 E10 KARE 09/15/12 09/15/12 Sat 5-530p CM 5-530p ---S-:30 1 \$800.00 P-2 0.00 NM \$800.00 KARE 11 5 News Sa KARE11NWS-5 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 - - - - S-\$800.00 0.00 E11 KARE 09/15/12 09/15/12 Sat 6-630p CM - - - - S-:30 \$1,000.00 P-2 0.00 NM \$1,000.00 6-630p KARE 11 6 News Sa KARE11NWS-6 SA Start Date Weekdays **End Date** Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$1,000.00 0.00 E12 KARE 09/15/12 09/15/12 Sat 630-7p ---S-:30 \$850.00 P-2 0.00 NM CM 630pm-7pm 1 \$850.00 MN Bound MINN BOUND Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 ---S-\$850.00 0.00 Week: 09/10/12 E13 KARE 09/15/12 09/15/12 CM 8-10a - - - - S-:30 \$750.00 P-2 0.00 NM \$750.00

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KARE

Order / Rev: 710499

Advertiser: NRCC-IE

Product Desc:

Estimate:

Alt Order #: 06300545 NRCC IE

09/14/12 - 09/20/12 Flight Dates:

3093

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Sat 8-10a KARE 11 Saturday KARE11 NWS SAT Start Date **End Date** Weekdays Spots/Week Rate Rating 09/16/12 ---S-Week: 09/10/12 \$750.00 0.00 E14 KARE 09/16/12 09/16/12 Sun 5-530p СМ 5-530p ----S :30 \$1.100.00 P-2 0.00 NM \$1,100.00 KARE 11 5 News Su KARE11NWS-5 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$1.100.00 0.00 E 15 KARE 09/16/12 09/16/12 NFL Regular Season Fo6M 715-1030p :30 1 \$7,000.00 P-2 0.00 NM ----S \$7,000.00 NFL Regular Season Footba NBC SUN-FTBL Start Date **End Date** Weekdays Rating Rate 09/16/12 0.00 Week: 09/10/12 - - - - - S \$7,000.00 E16 KARE 09/20/12 09/20/12 **Tonight Show** CM 1035pm-1135pm --- T---:30 \$800.00 P-2 0.00 NM \$800.00 Tonight Show **TONITE SHW** Weekdays Start Date **End Date** Spots/Week Rating Rate - T- - · Week: 09/17/12 09/23/12 \$800.00 0.00 \$900.00 P-2 E17 KARE 09/20/12 09/20/12 M-F 430-5p 430-5P - - - T- - -:30 0.00 NM CM 1 \$900.00 Jeopardy **JEOPARDY End Date** Spots/Week Start Date Weekdays Rate Rating 09/23/12 - - - T- - : Week: 09/17/12 \$900.00 0.00 E18 KARE 09/20/12 09/20/12 **NBC Nightly News** - - - T- - -:30 \$3,000.00 P-2 CM 530-6p 0.00 NM \$3,000.00 **NBC Nightly News NBC NITELY NWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 - - - T- - -\$3,000.00 Week: 09/17/12 0.00 M-F 6-7a - - - T- - -E 19 KARE 09/20/12 09/20/12 СМ :30 \$850.00 P-2 0.00 NM 6-7a \$850.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/17/12 09/23/12 - - - T- - -\$850.00 0.00 E20 KARE 09/18/12 09/18/12 **Tonight Show** CM 1035pm-1135pm - T----:30 \$800.00 P-2 0.00 NM \$800.00 **Tonight Show TONITE SHW** Spots/Week Start Date **End Date** Weekdays Rate Rating 09/23/12 - T- - - -\$800.00 Week: 09/17/12 0.00 \$900.00 P-2 E21 KARE 09/18/12 09/18/12 M-F 430-5p CM 430-5P - T- - - -:30 0.00 NM \$900.00 1 Jeopardy **JEOPARDY** Start Date End Date Spots/Week Rating Weekdays Rate 09/23/12 Week: 09/17/12 \$900.00 0.00 E 22 KARE 09/18/12 09/18/12 **NBC Nightly News** CM 530-6p - T- - - -:30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 **NBC Nightly News NBC NITELY NWS End Date** Weekdays Spots/Week Rating Start Date Rate Week: 09/17/12 09/23/12 - T- - - -\$3,000.00 0.00 E 23 KARE 09/18/12 09/18/12 СМ - T- - - -:30 \$850.00 P-2 0.00 NM M-F 6-7a 6-7a \$850.00 KARE 11 Sunrise M-F KARE11-SUNRS@6 Week<u>days</u> Spots/Week Rating Start Date End Date Rate Week: 09/17/12 09/23/12 \$850.00 0.00 E24 KARE 09/19/12 09/19/12 M-F 430-5p CM 430-5P --W---:30 1 \$900.00 P-2 0.00 NM \$900.00 Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating - - W- - -Week: 09/17/12 09/23/12 \$900.00 0.00 E25 KARE 09/19/12 09/19/12 CM - - W- - - -:30 \$850.00 P-2 \$850.00 6-7a 1 0.00 NM

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Order / Rev: 710499

Advertiser: NRCC-IE

Alt Order #: 06300545

Product Desc: NRCC IE

Flight Dates:

09/14/12 - 09/20/12

Estimate: 3093

KARE

Totals

27

\$42,400.00

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len S | oots Rate | Pri Rtg Type | Spots | Amount |
|--------------|------------|-----------------|-----------------|------------|-------------|-----------|-------|--------------|--------------|----------|------------|
| | | | M-F 6-7a | | | | | | | | |
| | | | KARE 11 Sunrise | M-F | | | | | | | |
| KAR | E11-SUNRS | S@6 | | | | | | | | _ | |
| : | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: | 09/17/12 | 09/23/12 | W | 1 | \$850.00 | 0.00 | | | | | |
| E 26 KAF | RE 09/19/1 | 2 09/19/12 | Wed Prime | СМ | 8-9P | W | :30 | 1 \$1,750.00 | P-2 0.00 NM | 1 | \$1,750.00 |
| | | | LAW ORD:SVU | | (8:00 PM-9: | :00 PM) | | | | | |
| L&O | :SVU | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: | 09/17/12 | 09/23/12 | W | 1 | \$1,750.00 | 0.00 | | | | | |
| E 27 KAF | RE 09/19/1 | 2 09/19/12 | Wed Prime | CM | 9-10P | W | :30 | 1 \$2,000.00 | P-2 0.00 NM | 1 | \$2,000.00 |
| | | | CHICAGO FIRE | | (9:00 PM-10 | 0:00 PM) | | | | | |
| CHICAGO FIRE | | | | | | | | | | | |
| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: | 09/17/12 | 09/23/12 | W | 1 | \$2,000.00 | 0.00 | | | | <u> </u> | |